

CONSUMER SATISFACTION TOWARDS PARACHUTE HAIR OIL USAGE AMONG COLLEGE STUDENT'S IN SALEM CITY

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ABSTRACT

Hair oils are the care preparation used for the prevention and treatment of baldness or other ailments, aggregation of hair. They also promote the luxurious growth of hairs. Hair oil containing herbal drugs are used as hair tonic Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. The Present study analyze to the consumer satisfaction towards hair oil users by college Students in Salem City. Descriptive research method has been used in this study. Convenience sampling method has been used in this research. The Sample Size is 70. The sources of data were primary as well as secondary. The data collected in the Hair oil user's survey constitute primary data. Structured questionnaires were prepared for the consumer satisfaction to hair oil users separately for the study. The information gathered from books, journals, magazines, reports, and dailies was the secondary data. The data collected were edited, coded and processed with the help of (SPSS) software. The following statistical tools are used like: t-Test, F-Test, and Factor analysis. The major finding of the study is there is no significant difference between satisfaction level of hair oil users and the Demographic variables.

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INTRODUCTION

The global cosmetics industries of multinational have been captivated by India in a fascinating manner- the world's second most populous country – over 1 billion people – even one percent of captured market at estimated rates is a huge sum for some companies. India

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has seen a growth in the cosmetics industry especially in the recent years. The beauty business in India is growing phenomenally with the cosmetics market growing at 15-20 percent annually, twice as fast as that of the United State and European markets. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020. The demand for cosmetics products, particularly in urban population is steadily rising owing to various reason for example mall culture, better purchasing power, concern for looking better, by both man and women, nature of the job, development in advertisement technology and in general, availability, of a wide range of cosmetics products.

Happy customers make recommendation about stores, product or service to their friends. A research study reported that each satisfied customers. This is the reason why many companies are trying to understand the contributing factors of brand. Theoretically brand could be enhanced by maintaining the long term relationship with the competitive advantages for any particular company. Normally in order to increase the market share, most companies are utilizing common strategies such as discounting their market prices, expanding their distribution channels or even launching promotional campaigns. Hence a present study is made on customer satisfaction towards hair oil users among college students.

Hair oils are the care preparation used for the prevention and treatment of baldness or other ailments, aggregation of hair. They also promote the luxurious growth of hairs. Hair oil containing herbal drugs are used as hair tonic. Hair care products are categories into two main categories, hair tonics and hair grooming aids. There are various methods available for the preparation of hair oil direct method, oil method, paste method and cloth method. Hence a present study is made on customer satisfaction towards hair oil users among college students.

1.1 Customer Satisfaction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

1.2 Review of Literature

Rele and Mohile, (2003)^[7] in this study titled are "Effect of mineral oil, sunflower oil, and coconut oil, on prevention of hair damage". The study was extended to sunflower oil because it is the second most utilizing base oil in the hair oil industry on account of its non-freezing property and its colorlessness at ambient temperature as the aim was to cover different treatments and the effect of these treatments on various hair types using the above oils, the number of experiments to be conducted was a very high number and a technique termed as the Taguchi Design of Experimentation was used. The findings clearly indicate the strong impact that coconut oil application has to hair as compared to application of both sunflower and mineral oils.

Banerjee *et al.*, (2009)^[1] in this analyse titled “Preparation, evaluation and hair growth stimulating activity of herbal hair oil”. The study of this paper is to analyze the herbal formulations always have attracted considerable because of their good activity and comparatively lesser or nil side effects with synthetic drugs. The objectives of present study involve preparation of herbal oil using amla, hibiscus, brahmi, methi, and its evaluation for increase in hair growth activity. The oil of different concentration was characterized for proximate analysis including moisture, content total ash, acid insoluble ash water soluble ash, sulphated ash. The formulation was also subjected to chromatographic determination and chemical tests to determine the presence of active constituents in the drugs.

Ram and Ganapathi (2013)^[6] in their study titled “Brand Preference and loyalty of women customer towards hair oil Brands”, The purpose of this paper is to understand hair oil brand used by women to control their physical appearance and, presumably, their physical attractiveness. The most of the women customers prefer Dabur Amla brand of hair oil and the factor analysis shows that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers. The most of the women customers are satisfied with the hair oil brands and there is a significant association between hair oil brands and the level of satisfaction of women customers.

Dhevika *et al.*, (2013)^[3] in this titled are “A study on brand loyalty of hair oil among college students”, The purpose of this paper is to examine the loyalty to the brand is very important subject from marketing strategy perspective, especially as current markets are marked by its passing through a so high nature phase and intensive competitions, whereas keeping the customers loyal to the brand is very crucial for the survival and continuity of the organization. Brand – loyal consumers may be willing to pay more for a brand. This strategy considered a more effective and efficient way than attracting a new customer. Similarly, brand loyalty leads to greater market share when the same brand is repeatedly purchase by loyal consumers consequently; the brand is the sole distinguishing factor among competing and similar product.

Beroual *et al.*, (2013)^[2] in their study titled are “Effect of Linum Usitatissimum L. Ingestion and Oil Topical Application on Hair Growth in Rabbit”. The aim of this study wast investigate its effect on hair growth process in rabbits. Two trials were carried out using two plant forms and administration routes: oil topical application and seed ingestion. For each trial animals were assigned into two groups a control and a tested one. A10cm /10cm area on the back of each rabbit was limited and every four weeks,10 hairs were plucked to measures their length and widths, then the hair of the whole limited area was shaved and weighed. After 4 weeks of use, linseed oil topical application has a significant positive effect on hair width (39.00µm against 27.2 µm for the control group).

Kalaiselvi (2014)^[5] in this study titled “Brand awareness and customer preference for FMCG products. An empirical study with special reference to Coimbatore city”. The purpose of this paper is to analyze the brand awareness in Coimbatore city and to study the interest of consumer in branded products of Fast Moving Consumer Goods (FMCG). The brand awareness is showing increasing tendency everywhere and Coimbatore city in Tamil Nadu State is not an exception to it. To examine the validity of this general statement that is being discussed day in day out by the researcher, market, manager, producer, consumer, advertisers, etc.

1.3 Statement of the Problems

Nowadays competitive business environment consumers are exposed to a large number of brand choice alternatives. Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Brand image is one of the most important issues in the world of marketing and business due to the great important that the brand subjected to the international business level in particular. Furthermore, the brand is very important subjects from marketing strategy perspective, especially as current markets are marked by its passing through so high nature phase and intensive competition, whereas keeping the customers to brand is very crucial for the survival and continuity of the organization. The maximum no of the respondents feel that the product quality is good but not extraordinary. The majority of the respondents feel that the clear appearance to the stores but quantity level is very low. Most of the respondent became awareness of the brand by watching television but the company can try to increase the clear and valuable advertising.

1.4 Objectives of the Study

1. To study the Satisfaction level of hair oil users.
2. To analysis the factors influencing of hair oil usage.

1.5 Hypothesis

1. There is no significant difference between Satisfaction level of hair oil users and the Demographic variables.

METHODOLOGY

Descriptive research method has been used in this study. Convenience sampling method has been used in this research. The Sample Size is 70. The sources of data were primary as well as secondary. The data collected in the Hair oil user's survey constitute primary data. Structured questionnaires were prepared for the consumer satisfaction to hair oil users separately for the study. The information gathered from books, journals, magazines, reports, and dailies was the secondary data. The data were collected, edited, coded, processed and statistical tool used in order to simplify the figure for diagrammatic representation, T-Test, F-Test, Chi-square Test and Factors analysis.

Table – 1: Demographic Profile of the Respondents

Characters	Variables	Respondents	Percentage
Gender	Male	23	32.9
	Female	47	67.1
	Total	70	100.0
Age	Below 18	8	11.4
	19-21	29	41.4
	22-24	22	31.4
	Above25	11	15.7
	Total	70	100.0

Educational Qualification (Studying)	Graduate	30	42.9
	Post Graduate	19	27.1
	M.Phil	13	18.6
	Ph.D	8	11.4
	Total	70	100.0
Type of Institutions	Govt., College	36	51.4
	Govt., Aided	19	27.1
	Self-financing	15	21.4
	Total	70	100
Monthly Income of the family	Below 15,000	32	45.7
	15,000-20,000	12	17.1
	20,000-25,000	9	12.9
	Above25,000	17	24.3
	Total	70	100.0

Sources: *Primary Data*

Inference:

It is ascertained from the above table shows that 67.1% of respondents is female and remaining 32.9% of the respondents is male.

It is ascertained from the above table shows that 41.4% of respondents belongs to the age group of 19-21 and 31.4% of respondents belongs to the age group of 22-24 and 15.7% of respondents belongs to the age group of above 25 and then till 11.4% of respondents belongs to the age group of Below-18.

It is ascertained from the above table shows that 42.9 % of the respondents are studying post graduate and 27.1% of the respondents are studying graduate and 18.6% of the respondents are studying M.Phil., and remaining 11.4% of the respondents are studying Ph.D.

It is ascertained from the above table shows that 51.4% of respondents are studying in Government College and 27.1% of the respondents are studying in Government Aided College and till 21.4% of the respondents are studying in Self Financing College.

It is ascertained from the above table shows that 45.7% of the respondents under the income group of Below-15,000 and 24.3% of the respondents under the income group of Above-25,000 and 17.1% of the respondents under the income group of 15,000-20,000 and remaining 12.9% of the respondents under the income group of 20,000 – 25,000.

Table – 2: Demographical Variables vs. Total Satisfaction

(1) Classification of the respondent based on gender for the satisfaction level of hair oil users						
Gender	N	Mean	Std. Deviation	t-value	p-value	Hypothesis
Male	23	39.43	7.153	0.966	0.803	H₀ Accepted
Female	47	39.00	6.679			
Total	70					

(2) Classification of the respondent based on age group for the satisfaction level of hair oil users						
Age	N	Mean	Std. Deviation	f-value	p-value	Hypothesis
Below 18	8	42.88	4.764	1.444	0.238	H ₀ Accepted
19-21	29	39.45	6.690			
22-24	22	37.23	8.118			
Above -25	11	39.45	4.344			
Total	70					
(3) Classification of the respondent based on type of course for the satisfaction level of hair oil users						
Education	N	Mean	Std. Deviation	f-value	p-value	Hypothesis
Graduate	30	40.80	6.703	1.142	0.339	H ₀ Accepted
Post Graduate	19	37.32	7.356			
M.Phil.	13	38.54	5.410			
Ph.D.	8	38.25	7.517			
Total	70					
(4) Classification of the respondent based on type of institution for the satisfaction level of hair oil users						
Type of Institution	N	Mean	Std. Deviation	f-value	p-value	Hypothesis
Govt. Colleges	36	40.97	6.002	2.839	0.066	H ₀ Accepted
Govt. Aided	19	37.11	7.310			
Self-Finance	15	37.33	7.118			
Total	70					
(5) Classification of the respondent based on income for the satisfaction level of hair oil users						
Income	N	Mean	Std. Deviation	f-value	p-value	Hypothesis
Below-15,000	32	40.66	5.966	1.612	0.195	H ₀ Accepted
15,000-20,000	12	39.25	3.980			
20,000-25,000	9	39.11	4.702			
Above-25,000	17	36.24	9.712			
Total	70					

Source: *Primary Data*

Inferences:

1. Since p-value (0.803) is more than 0.05 the null hypothesis is accepted at 5% level of significant. Hence it is concluding that there is no significant difference between the male and female with regard to satisfaction level of hair oil users.
2. Since p-value (0.238) is more than 0.05 the null hypothesis is accepted at 5% level of significant. Hence it is concluding that there is no significant difference between the age group with regard to satisfaction level of hair oil users.

3. Since p-value (0.339) is more than 0.05 the null hypothesis is accepted at 5% level of significant. Hence it is concluding that there is no significant difference between type of course studying with regard to satisfaction level of hair oil users.
4. Since p-value (0.066) is more than 0.05 the null hypothesis is accepted at 5% level of significance. Hence it is concluding that there is no significant difference between the type of institution with regard to satisfaction level of hair oil users.
5. Since p-value (0.195) the null hypothesis is accepted at 5% level of significant. Hence it is concluding that there is no significant difference between the monthly income with regard to satisfaction level of hair oil users.

Table – 3: Demographical Variables vs. Satisfaction Level (Chi-square Test)

Age	Satisfaction Level			Total	Ψ^2 value	p-value
	Low	Average	High			
Below-18	5	2	1	8	6.755	0.344
	(62.5%)	(25.0%)	(12.5%)			
	[25.0%]	[6.2%]	[5.6%]			
19-21	7	15	7	29		
	(24.1%)	(51.7%)	(24.1%)			
	[35.0%]	[46.9%]	[38.9%]			
22-24	5	9	8	22		
	(22.7%)	(40.9%)	(36.4%)			
	[25.0%]	[28.1%]	[44.4%]			
Above-25	3	6	2	11		
	(27.3%)	(54.5%)	(18.2%)			
	[15.0%]	[18.8%]	[11.1%]			
Total	20	32	18	70		

Source: Primary Data

Note: () Denote Row % Age / [] Denote Column % Age

Inferences:

Since P value is more than 0.05 [0.344], the null hypothesis is accepted at 5% level of significance. Hence it is concluding that there is no significant difference between the groups of Age with respect to the satisfaction level of hair oil users.

2.1 Factor Analysis

To test the appropriateness of factor analysis technique the correlation between the variables is checked and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy statistic is also used for the same. The test statistics for sphericity is based on a Chi-square transformation of the observed correlation coefficients to the magnitude of partial

correlation between pairs of variables cannot be explained by other variables and the factor analysis may not be appropriate. Generally, a value greater than 0.5 is desirable for the test statistic.

Table – 4: *KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.702
Bartlett's Test of Sphericity	Approx. Chi-Square	355.526
	Df	105
	Sig.	.000

Source: *Computed Data*

Inference:

Form the table it can be noted that Kaiser-Meyer-Olkin measure of sampling adequacy is 0.702 and Bartlett's test to Sphericity approximate Chi-Square value is 355.526 which are statistically significant at 5% level.

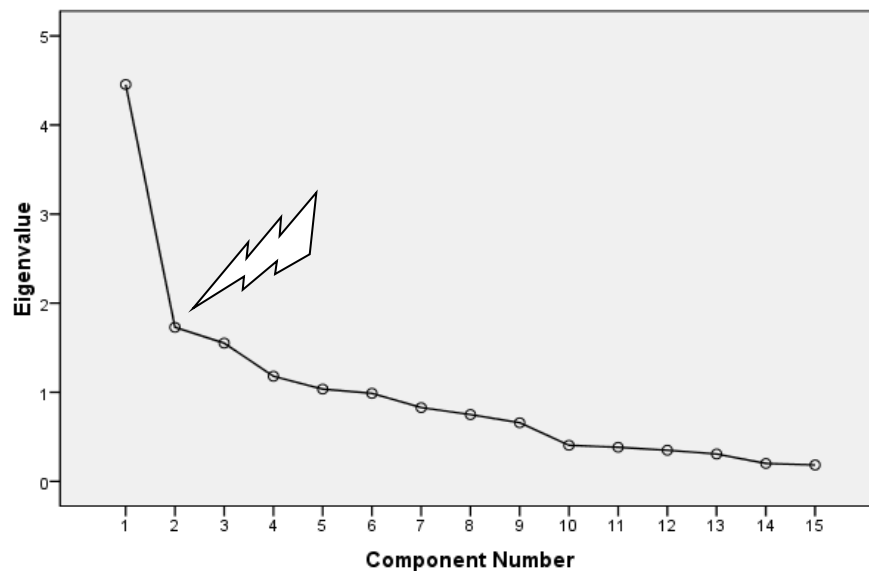
Table – 5: *Indication Total Variance Explained for Factors of Hair Oils*

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.454	29.693	29.693	4.454	29.693	29.693	3.058	20.390	20.390
2	1.729	11.525	41.218	1.729	11.525	41.218	2.243	14.950	35.340
3	1.551	10.343	51.561	1.551	10.343	51.561	1.700	11.335	46.675
4	1.180	7.867	59.427	1.180	7.867	59.427	1.529	10.191	56.866
5	1.036	6.903	66.331	1.036	6.903	66.331	1.420	9.465	66.331
6	.988	6.587	72.917						
7	.828	5.519	78.436						
8	.749	4.995	83.431						
9	.658	4.387	87.818						
10	.405	2.697	90.515						
11	.382	2.547	93.063						
12	.349	2.330	95.393						
13	.307	2.046	97.439						
14	.200	1.336	98.776						
15	.184	1.224	100.000						
Extraction Method: <i>Principal Component Analysis.</i>									

Source: *Primary Data*

From the above table it can be noted the 15 variables are reduced to 5 predominant factors based the Initial Eigen value of more than 1, with cumulative values in percentage of 66.331.

Figure – 1: Scree Plot Diagram



The Scree Plot is shown below with a thunderbolt indicating the point of inflection on the curve. This curve is difficult to interpret because the curves begin to tail off after three factors, but there is another drop after five factors before a stable plateau is reached. Therefore, it is justified to retain five factors.

Table – 6: Indication Rotated Component Matrix for Factors for Hair Oils

Variables	Component				
	Product Comfort Ability	Economic Factors	Prestige	Quality	Suitability
Product Comfort ability					
Relieve Dryness	.817				
Better Shine	.811				
Hair Growth	.777				
Softness Hair	.686				
Economic Factors					
Quantity		.737			
Easy Availability		.737			
Price		.660			
Value for money		.611			

Prestige	
Brand Name	.797
Attractive Package	.692
Easy to rinse	.619
Quality	
Recommendation by doctors	.812
Fragrance	.579
Suitability	
Offers Suitable for Hair	.756

Extraction Method: *Principal Component Analysis.*

Source: *Primary Data*

From the above table, it can be noted that 4 variables to form factor which can suitably be named as “**Product Comfort ability**”, the Second factor is formed with 4 variables which can be named as “**Economic Factor**”, the Third factor is formed with 3 variables which can be named as “**Prestige**”, the Fourth factor is formed with 2 variables which can be named as “**Quality**” and the Fifth factor is formed with 2 variables which can be named as “**Suitability**”.

SUGGESTIONS

Majority of the respondents feel that the product quality is good. So the hair oil company can try to maintaining the High quality level. The majority of the respondents feel that the neat appearance to the stores. So the store can try to maintaining the Maximum level of quantity. Most of the respondent became awareness of the brand by watching television. So the company can try to increase the clear and neat advertising to reach the all level of people.

CONCLUSION

The College students prefer parachute brand of hair oil and the factor analysis shows that value, quality, easy availability, relive dryness, suitable for hair, better shine, attractive package and quantity are the factors influencing the purchasing of hair oil brands by the customers. The most of the customers are satisfied with the hair oil brands and there is a significant difference between hair oil brands and the satisfaction level of customers.

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